

# **Webcomics Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Genre (Action, Comedy, Horror, Romance, Others), By Target Audience (Kids, Adults), By Revenue Model (Subscription-based, Ad-based), By Region & Competition, 2019-2029F**

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## **Abstracts**

The global webcomics market was valued at USD 7.26 Billion in 2023 and is anticipated to project robust growth in the forecast period with a CAGR of 6.80% through 2029. The global webcomics market encompasses the creation, distribution, and monetization of digital comics primarily accessed through the internet. Webcomics, a digital evolution of traditional comics, are designed for online reading and are distributed via websites, social media, and dedicated platforms. In 2024, KOCOWA+, the leading Korean content streaming platform, launched exclusive webcomics, new Vietnamese subtitles, and interactive watch parties to further enhance the viewing experience for its global fanbase. Further, the inception of Virtual Creator Con in 2024 marked a significant milestone for the global webcomics market. This pioneering 24-hour digital convention offers independent comic creators a revolutionary platform to showcase their work, engage with fans, and monetize their art without the financial strain of physical conventions. By integrating interactive video panels, dynamic message boards, and a virtual marketplace, Virtual Creator Con facilitates a rich, accessible, and cost-effective community space. This event supports the growth of the webcomics industry by democratizing creator access, fostering direct fan engagement, and enhancing the visibility of diverse narratives in the market.

## **Market Drivers**

## Increased Internet Penetration and Smartphone Usage

The proliferation of internet access and smartphone adoption globally has significantly boosted the webcomics market. As more people gain access to the internet, the potential audience for webcomics expands, facilitating broader reach and engagement. As per Cisco sources, In Asia Pacific, there was around 2.6 billion total Internet users (62% of population in 2022). Similarly, the GSMA Mobile Economy APAC Report highlights key trends in mobile connectivity, Internet penetration, and 5G adoption in the Asia-Pacific region, and predicts that 5G will account for 41% of mobile connections in APAC by 2030, driven by factor such as rapid network expansion. The seamless integration of webcomics into daily digital routines has contributed to their growing popularity, as users can easily discover and follow their favorite series through social media, dedicated apps, and websites.

### Key Market Challenges

#### Market Saturation and Competition

The webcomics market is highly competitive, with a vast number of creators vying for the attention of readers. This saturation can make it difficult for new and emerging artists to gain visibility and build a loyal audience. The abundance of content also poses a challenge for readers, who may struggle to discover high-quality webcomics amidst the plethora of available options. Collaborations, cross-promotions, and the use of social media can help increase visibility, but sustaining long-term success requires continuous innovation and audience engagement. For Instance, the journey of 'Let's Play', a popular webcomic by Leeanne M. Krecic, known as Mongie. Since its inception on Webtoon in 2016, 'Let's Play' has garnered a substantial following, culminating in its third season in 2022. Post-season, Mongie announced that she will no longer update from Webtoon, with a promise to return to a new platform in fall 2025. Meanwhile, the comic's English release by Rocketship Entertainment continues to thrive. The impending anime adaptation by OLM in 2024 adds another layer to the competitive landscape. Such developments reflect the dynamic nature of the webcomics market, where creators must navigate through a crowded space to maintain visibility and relevance.

### Key Market Trends

#### Collaboration and Cross-Media Integration

Collaboration and cross-media integration are becoming increasingly common in the webcomics market. Creators are partnering with other artists, writers, and influencers to expand their reach and explore new creative possibilities. Collaborative projects can introduce webcomics to new audiences, while cross-media integration with video games, films, and merchandise enhances the visibility and commercial potential of webcomic properties. For instance, In 2023, surge licensing signs a new partnership with Genuine Entertainment, the exclusive licensing agent for Webtoon Entertainment. Webtoon is a platform for artists to independently publish their webcomics. In addition to self-published webcomics, Webtoon also has a full collection of Webtoon Originals. Additional Webtoon Originals expected to be featured in new licensing partnerships include Cursed Princess Club, Hooky, Boyfriends, Morgana & Oz, and more. Webtoon series have already seen success with streaming platforms like Netflix and Crunchyroll, and the company continues to seek new opportunities for the comics it hosts. Surge Licensing has established partnerships with companies like Bioworld (master apparel partner), Walter Foster (official 'How to Draw' partner), and FiGPiN (for collectible pins and cards). This trend not only diversifies revenue streams but also enriches the storytelling potential of webcomics, making them a more attractive medium for both creators and consumers.

## Segmental Insights

### Genre Insights

The action genre stands out as the leading category in the global webcomics market, driven by its broad appeal and dynamic storytelling. Action webcomics captivate readers with fast-paced narratives, intense battles, and compelling characters, often incorporating elements of adventure, fantasy, and sci-fi. Several key factors contribute to the dominance of action webcomics. The rise of webtoon platforms, particularly in Asia Pacific regions like South Korea and Japan, has significantly boosted the visibility and accessibility of action webcomics.. In 2024, The online publisher Tapas Entertainment is launching a new action-fantasy web novel called 'The Rule of Fire' set in ancient Korea and modern-day America. The story follows a vengeful demon named Sera who returns to Earth after spending a thousand years in Hell and must decide whether to protect humanity or pursue her own happiness. The series will be updated twice weekly, and Tapas has a track record of success with similar action-fantasy web novels. The global appeal of action webcomics is further strengthened by successful adaptations into other media forms, such as anime, movies, and video games. These cross-media integrations expand the audience base and reinforce the popularity of action narratives, solidifying the genre's position as a leading category in the webcomics

market.

## Regional Insights

The Asia Pacific region, particularly South Korea, China, and Japan, are the leading regions of the global webcomics market, driven by several key factors. South Korea's dominance is evident through platforms like Webtoon and KakaoPage, which have revolutionized digital comic consumption with user-friendly interfaces and a mobile-first approach. High smartphone penetration and robust internet infrastructure in the region facilitate seamless access to webcomics, boosting readership. The region's strong digital culture, coupled with a high demand for diverse and inclusive storytelling, further propels the webcomics market. Additionally, government support for the digital content industry in countries like South Korea and China fosters a conducive environment for growth. As a result, the Asia Pacific region not only leads in webcomic consumption but also sets trends and standards that influence the global market.

## Key Market Players

The Walt Disney Company

Embracer Group AB

Image Comics, Inc.

Warner Bros. Discovery, Inc.

IDW Media Holdings, Inc.

Lion Forge Entertainment

Shueisha Inc.

Shogakukan Inc.

Kadokawa Corporation

Lezhin Entertainment, LLC

## Report Scope:

In this report, the global webcomics market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Webcomics Market, By Genre:

Action

Comedy

Horror

Romance

Others

### - Webcomics Market, By Target Audience:

Kids

Adults

### - Webcomics Market, By Revenue Model:

Subscription-based

Ad-based

### - Webcomics Market, By Region:

North America

United States

Canada

Mexico

Europe

France

Germany

Spain

Italy

United Kingdom

Asia-Pacific

China

Japan

India

Vietnam

South Korea

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Kuwait

Egypt

South America

Brazil

Argentina

Colombia

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the global webcomics market.

### Available Customizations:

Global webcomics market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### Company Information

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